

What Is Claimed Is:

1. A method for distributing advertisements to a user through a computer network, comprising the steps of:

5 storing advertiser registration information including advertisement information for goods and/or services provided by an advertiser according to a registration request by said advertiser;

10 storing user registration information including search conditions for goods and/or services specified by said user according to a registration request by said user;

15 extracting advertisement information matching said search conditions from among said stored advertisement information; and

distributing said extracted advertisement information to said user.

2. The method for distributing advertisements according to Claim 1, wherein said computer network is the Internet; and
20 said extracted advertisement information is distributed as an Internet home page screen to a terminal of said user connected to the Internet.

25 3. The method for distributing advertisements according to Claim 1, wherein said computer network is the Internet; and said extracted advertisement information is distributed as electronic mail to the terminal of said user connected to the

Internet.

4. The method for distributing advertisements according to Claim 1, comprising the steps of:

5 storing questionnaires relating to goods and/or services corresponding to said distributed advertisement information and relating to advertisers providing these goods and/or services;

10 distributing said questionnaires to said users; and receiving and storing responses to said questionnaires from said users.

5. The method for distributing advertisements according to Claim 4, wherein said questionnaires include pre-purchase questionnaires for said user to respond before said user purchases the goods and/or services corresponding to said distributed advertisement information, or post-purchase questionnaires for said user to respond after said user purchases the goods and/or services corresponding to said distributed advertisement information.

6. The method for distributing advertisements according to Claim 5, wherein said pre-purchase questionnaires include questions for gathering impressions said user has of said goods and/or services, or of the advertisers providing these goods and/or services, before said user purchases the goods and/or services corresponding to said distributed advertisement

information.

7. The method for distributing advertisements according to Claim 5, wherein said post-purchase questionnaires include questions for gathering feelings and opinions said user has of said goods and/or services, or of the advertisers providing these goods and/or services, after said user purchases the goods and/or services corresponding to said distributed advertisement information.

8. The method for distributing advertisements according to Claim 4, wherein a prescribed reward amount is paid to users who respond to said questionnaires.

9. The method for distributing advertisements according to Claim 8, comprising the steps of:

judging a level of contribution, of said questionnaire response, to said advertiser; and

determining a reward amount for each questionnaire response on the basis of that level of contribution.

10. The method for distributing advertisements according to Claim 4, wherein results of compiling said questionnaire responses for a specific advertiser or the goods and services provided by the advertiser are distributed to said specific advertiser.

11. The method for distributing advertisements according to Claim 4, wherein advertisement information matching said search conditions is extracted on the basis of said questionnaire responses.

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12. The method for distributing advertisements according to Claim 1, comprising the steps of:

receiving questions, regarding goods and/or services corresponding to said distributed advertisement information or regarding the specific advertiser providing these goods and/or services, from a specific user;

storing said questions and then forwarding the questions to said specific advertiser;

receiving a response to said questions from said specific advertiser; and

storing the response to said questions and then distributing the response to the questions to said specific user.

13. The method for distributing advertisements according to Claim 12, comprising the steps of:

setting a response deadline for the response to said questions for said specific advertiser; and

urging said specific advertiser to respond to said questions when a response to said questions is not received by said response deadline.

14. An apparatus for distributing advertisements to users

through a computer network, comprising:

a memory unit for storing advertiser registration information, including advertisement information for goods and/or services provided by an advertiser, according to a registration request by the advertiser; and storing user registration information including search conditions for goods and/or services specified by said user according to a registration request by said user; and

a control unit for extracting advertisement information, matching said search conditions, from among said stored advertisement information; and distributing said extracted advertisement information to said user.

15. The apparatus for distributing advertisements according to Claim 14, wherein said memory unit stores questionnaires relating to goods and/or services corresponding to said distributed advertisement information and relating to advertisers providing these goods and/or services; and said control unit distributes said questionnaires to said users, receives responses to said questionnaires from said users, and stores responses to the questionnaires in said memory unit.

16. The apparatus for distributing advertisements according to Claim 15, wherein said questionnaires include pre-purchase questionnaires for said user to respond before said user purchases the goods and/or services corresponding to said distributed advertisement information, or post-purchase

questionnaires for said user to respond after said user purchases the goods and/or services corresponding to said distributed advertisement information.

5 17. The apparatus for distributing advertisements according to Claim 15, wherein said control unit judges a level of contribution, of said questionnaire response, to said advertiser, and determines a reward amount for each questionnaire response on the basis of that level of contribution, in the case
10 where a prescribed reward amount is paid to users who respond to said questionnaires.

15 18. The apparatus for distributing advertisements according to Claim 15, wherein said control unit compiles said questionnaire responses for a specific advertiser or the goods and/or services provided by the advertiser and distributes the compiled results to said specific advertiser.

20 19. The apparatus for distributing advertisements according to Claim 15, wherein said control unit extracts advertisement information, matching said search conditions on the basis of said questionnaire responses.

25 20. The apparatus for distributing advertisements according to Claim 14, wherein, upon receiving questions, from a specific user, regarding goods and/or services corresponding to said distributed advertisement information or regarding the

specific advertiser providing these goods and/or services, said control unit stores said questions in said memory unit and then forwards the questions to said specific advertiser; and upon receiving the response to said questions from said specific advertiser, said control unit stores the response to said questions in said memory unit and then distributes the response to the questions to said specific user.

21. The apparatus for distributing advertisements according to Claim 20, wherein said control unit sets a response deadline for the response to said questions for said specific advertiser, and urges said specific advertiser to respond to said questions when a response to said questions is not received by said response deadline.